

### ASSESSMENT # 2

Total Marks: 30

1. Give short answers to the following questions: (24)
  - i. What is a market?
  - ii. How do you differentiate between consumer markets and organisational markets?
  - iii. What is the difference between industrial markets and reseller markets?
  - iv. Briefly describe the characteristics of organisational markets.
  - v. What does market segmentation mean? Explain the importance of segmenting the market.
  - vi. What is Behaviouristic Segmentation? Outline some behavior based characteristics.
  
2. State to which type of market the following transactions belong. (6)
  - i. Sugar bought by a sweet shop.
  - ii. Printing machine sold to a printing press.
  - iii. Car tyres purchased by Diamond Car Dealers Ltd.
  - iv. Car tyres purchased by Mr. David
  - v. Cigarettes bought by a person for smoking.
  - vi. Shampoo bought by a super market.